

# **Louisiana Creative Communities Initiative**

**A Project of the Louisiana Office of Cultural Development  
in partnership with the Louisiana Cultural Economy Foundation**

Community coaching is a new opportunity offered by the State of Louisiana's Office of Cultural Development to municipalities and regions throughout the state. In 2013, up to 10 communities will be selected to receive six months of coaching in creative placemaking. This is a new approach to making places better through, and for, the arts.

In this program, a diverse pool of leaders, artists and officials team up to work on a set of creative placemaking goals that will have significant impacts in their community. Guided by coaches trained by The National Consortium for Creative Placemaking, the program will help community leaders who want to do such things as attract more artists to their communities, make their areas more welcoming for the arts, promote cultural tourism, create vibrant cultural districts, or take advantage of the growing creative economy. Communities that successfully complete the program will receive \$3,000 seed grants to assist in accomplishing their creative placemaking goals, as well as commendations from the Office of the Lieutenant Governor and the Department of Culture, Recreation & Tourism. The program runs from March to September 2013.

## **Guidelines for Participating Communities:**

- The community puts together a diverse team of approximately 10 people, including at least one working arts professional and one elected official.
- Team members agree to meet as a group with their coaches every three to four weeks for six months for a two hour session focused on whatever needs to be addressed to help the team pursue its goal.
- Communities sessions begin the first week in March and are completed by early September.

Every team produces a tangible product – which could be a plan, report, or other outcome depending on the goal. More importantly, community teams come away from the experience being able to make smarter, more cost-effective and sustainable choices – not only for creative placemaking, but for any community or economic development issue.

Community coaching is a new approach to addressing difficult challenges in community, economic and cultural development. The process combines training, advisory services, team building and leadership development to arrive at practical and sustainable solutions. The team is a working group of leaders who are expected to be the catalysts for creative placemaking in their community for the long-term.

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